

*Sub C1*  
*B2*  
*3*  
(5) generating a receiver specific datum to on the basis of said designated information; and

(6) delivering mass medium programming at said interactive mass

4 medium program output apparatus simultaneously or sequentially with at least some

5 of said designated information.

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**REMARKS**

Applicants respectfully request consideration of the instant Supplemental Preliminary Amendment with respect to the above-described application.

The Commissioner is hereby authorized to charge any additional fees or credit any overpayment of fees in connection with this communication to Deposit Account No. 08-3038.

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Respectfully submitted,  
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